FIG. 1

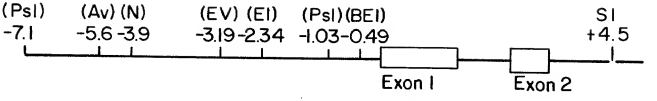

(PstI)
-7.1
(Av) (N)
-5.6 -3.9
(EV) (EI)
-3.19 -2.34
(PstI) (BEI)
-1.03 -0.49
SI
+4.5
Exon 1
Exon 2

FIG. 3

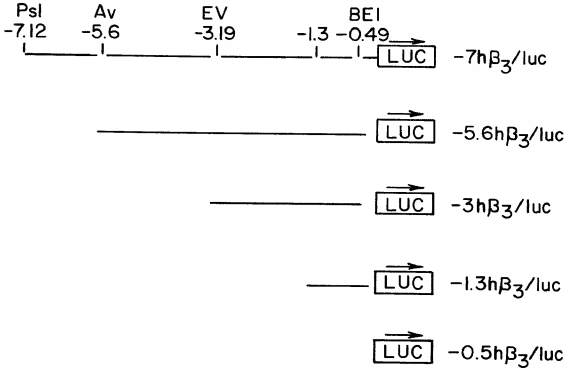

PstI
-7.12
Av
-5.6
EV
-3.19
BEI
-1.3 -0.49
LUC
-7hβ3/luc
LUC
-5.6hβ3/luc
LUC
-3hβ3/luc
LUC
-1.3hβ3/luc
LUC
-0.5hβ3/luc

FIG. 2

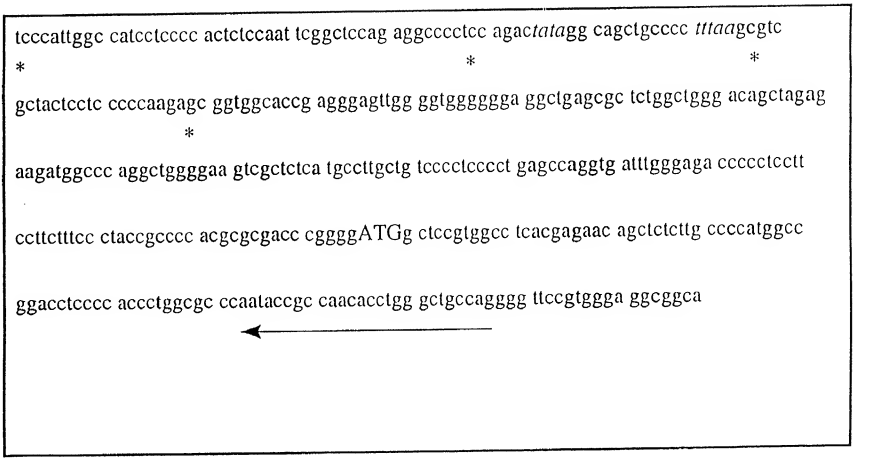

tcccattggc catcctcccc actctccaat tcggctccag aggcccctcc agactataagg cagctgcccc tttaagcgtc
*
*
*
gctactcctc ccccaagagc ggtggcaccg agggagttgg ggtgggggga ggctgagcgc tctggctggg acagctagag
*
aagatggccc aggctggggaa gtcgctctca tgccttgctg tcccctcccct gagccaggtg atttgggaga ccccctcctt
ccttctttcc ctaccgcccc acgcgcgacc cggggATGg ctccgtggcc tcacgagaac agctctcttg ccccatggcc
ggacctcccc accctggcgc ccaataccgc caacacctgg gctgccagggg ttccgtggga ggcggca

FIG. 4

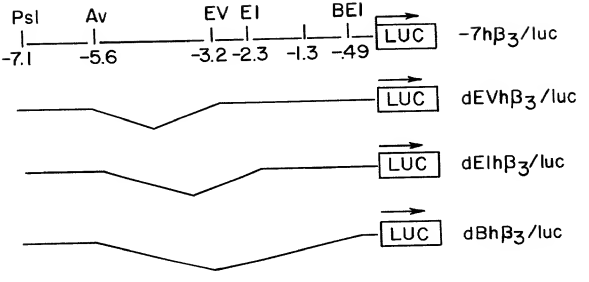

PsI
Av
EV
EI
BEI
-7.1
-5.6
-3.2
-2.3
-1.3
-.49
LUC
-7hβ3/luc
LUC
dEVhβ3/luc
LUC
dEIhβ3/luc
LUC
dBhβ3/luc

FIG. 5

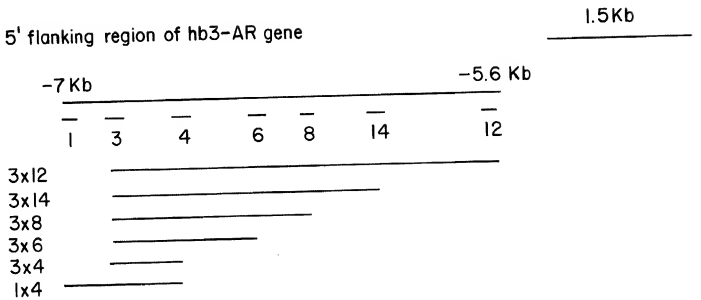
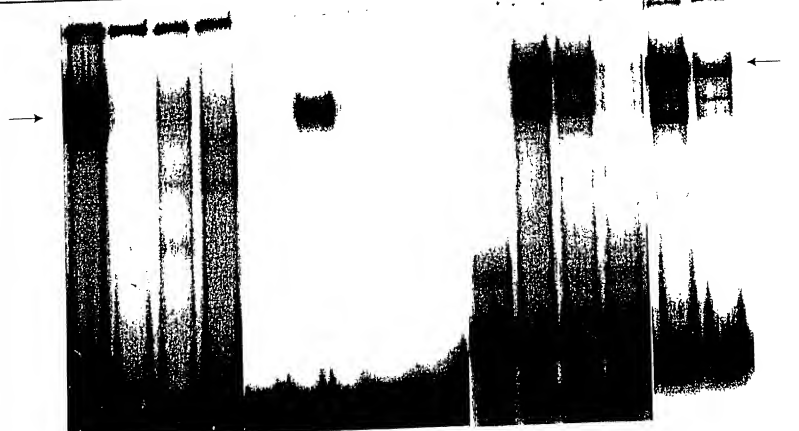

5' flanking region of hb3-AR gene
1.5Kb
-7 Kb
-5.6 Kb
1
3
4
6
8
14
12
3x12
3x14
3x8
3x6
3x4
1x4

FIG. 6A


CCTGGAAGGAAGCCTAAGCATTTGGGCCTGGGTTGTAGGTGGGACTCGTGACCTCTCCC
1
2
2A
AGCCTCTGGGGAGCAGCTTCTCCAATAGTCAGGGGTCTCAATGACCTTCCTTCCTTCCTT
2
3
3A
4A
CCTTCCTTCCTTCCTTCCTTCCTTCCTTCCTTCCTTCCTTCCTTCCTTCCTTTCTTC
4
1A
4A
1B
CTTCCTTCCTTCGTGCCACTTGCAAAAG
1A

FIG. 6B

Labeled probe	3A			2					2A					
Nuclear extract	SK-N-MC	CVI	HeLa		SK-N-MC		CVI			SK	CVI	SK	HeLa	
Cold competitor	3A					2		2				2A		2A



Labeled probe		1B							4A						
Nuclear extract		SK	SK	SK	HeLa		CV-1	CV-1		SK	SK	SK	HeLa		CV-1
Cold competitor			1B	4A				1B			1B	4A			1B

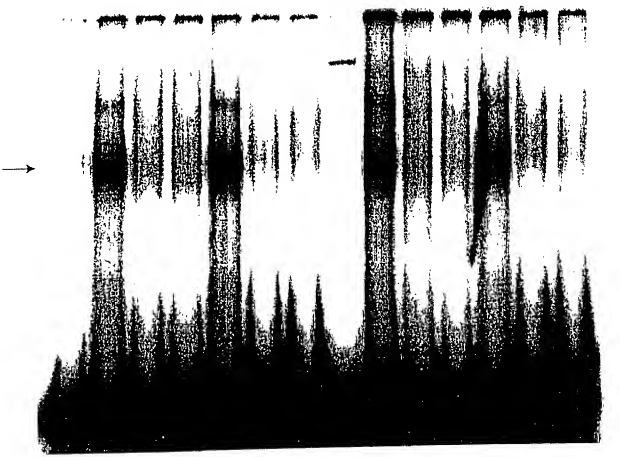


FIG. 6C

Nuclear extract											
Label oligonucleotides	2	2A	3A		2	2A	2A	3A	2	2A	3A
Cold competitor					2A	2	1	2	2	2A	3A

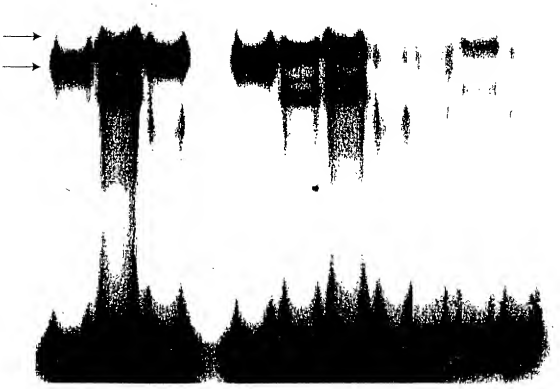


FIG. 6D

FIG. 7

Segment A

(overlap between oligo 1 and 2

A1gatccGGTTGTAGGTGGGACTCGTGAa
A2gatccCTATGTAGGTGGGACTCGTGAa
A3gatccGGTACAAGGTGGGACTCGTGAa
A4gatccGGTTGTTCCTGGGACTCGTGAa
A5gatccGGTTGTAGGACCGACTCGTGAa
A6gatccGGTTGTAGGTGGCTGTCGTGAa
A7gatccGGTTGTAGGTGGGACAGCTGAa
A8gatccGGTTGTAGGTGGGACTCGACTa

Segment B

(overlap between oligo 2 and 3A)

B1gatccGCCTCTGGGGAGCAGCTTCTCCa
B2gatccCGGTCTGGGGAGCAGCTTCTCCa
B3gatccGCCAGAGGGGAGCAGCTTCTCCa
B4gatccGCCTCTCCCGAGCAGCTTCTCCa
B5gatccGCCTCTGGGCTCCAGCTTCTCCa
B6gatccGCCTCTGGGGAGGTCCTTCTCCa
B7gatccGCCTCTGGGGAGCAGGAACTCCa
B8gatccGCCTCTGGGGAGCAGCTTGAGGa